AMENDMENTS TO THE CLAIMS

The claims are as follows:

1-19. (Cancelled)

20. (Currently Amended) A method, ~~method of using a computer processor to correlate at least one dynamic dataset, representing human behavior, and at least one static dataset, wherein said dynamic and static datasets share at least one common characteristic and have an assumed relationship, and using such correlations to determine rule systems between the datasets, comprising the steps of:~~ comprising:

collecting in a privacy compliant manner at least one dynamic dataset, representing human behavior, and at least one static dataset, representing human characteristics, wherein said dynamic and static datasets share at least one common characteristic and have an assumed relationship;

selecting ~~with the computer~~ with a computer processor at least one subset of said datasets sharing at least one common characteristic;

expressing the assumed relationship between said static and dynamic datasets as a mathematical assumption;

defining an error function which describes said static and dynamic datasets in terms of said mathematical assumption;

performing at least one fitting procedure to calculate values that define said mathematical assumption;

performing at least one fitting procedure to account for errors in the assumed

relationship; and

using the computer processor to store said mathematical assumption in a database as a

rule system between said dynamic and static datasets.

21.   (Previously Presented) The method of claim 20, in which said dynamic dataset

corresponds to set-top box event data.

22.   (Previously Presented) The method of claim 21, in which said static dataset

corresponds to demographic data.

23.   (Previously Presented) The method of claim 22, in which correlations are drawn

between said set-top box event data and said demographic data to determine the relationship

of demographic data to content viewership.

24.   (Cancelled)

25.   (Currently Amended) A method, ~~method of determining individual characteristics by~~

~~using a computer processor to correlate at least one dynamic dataset, representing human~~

~~behavior, and at least one static dataset, wherein said dynamic and static datasets share at~~

~~least one common characteristic and have an assumed relationship, comprising the steps of:~~

comprising:

collecting in a privacy compliant manner at least one dynamic dataset, representing human behavior, and at least one static dataset, wherein said dynamic and static datasets share at least one common characteristic and have an assumed relationship;

selecting ~~with the computer~~ with a computer processor at least one subset of said datasets sharing at least one common characteristic;

expressing the assumed relationship as a mathematical assumption;

defining an error function which describes said static and dynamic datasets in terms of said mathematical assumption;

performing at least one fitting procedure to calculate values that define said mathematical assumption;

performing at least one fitting procedure to account for errors in the assumed relationship;

using said processor to store said mathematical assumption and said error assumption in an individual-specific array in a database; and

repeating this process, such that a plurality of mathematical assumptions and error functions are stored in said individual-specific array.

26.   (Previously Presented) The method of claim 25, in which said dynamic dataset corresponds to set-top box event data.

27.   (Original) The method of claim 26, in which said static dataset corresponds to demographic data.

28.   (Previously Presented) The method of claim 27, in which said individual-specific

array corresponds to a privacy-compliant identification number.

29-80. (Cancelled)

81.   (Previously Presented) The method of claim 28, in which said privacy-complaint

identification number is a set-top box identification number.